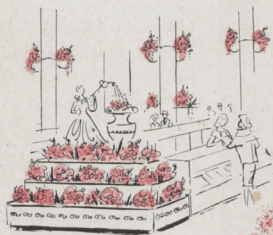


Contacts

MARCH 1961





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of the Company.

Vol. 37 MARCH, 1961 No. 3

Editor: Ruth Spurway

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15th of Each Month

NEWS DEADLINE:
The End of Previous Month.

COVER STORY

We had our first date with spring on the Main and Fourth Floors in early February and we hope the cover will serve as a memento of that pleasant occasion and tide us over until the first blossoms come to outdoor Winnipeg.

Incidentally, those exotic flowers from Hawaii are called anthurium and birds of paradise.



I Want to Know..

How long are employees kept on a 300 number?

Normally a person is on a 300 number for three months; in special circumstances the period can be extended but should not exceed four to five months.

When an employee has five years' service with the Company, does he receive his three weeks' holidays in the 5th year?

Yes, an employee is entitled to three weeks' holidays in the year in which he observes his 5th anniversary with the Company.

Under what conditions is an employee entitled to receive a wedding gift from the Company, and how is the value of the gift computed?

An employee is entitled to receive a wedding gift from the Company if he has had a minimum of five years of service with the Company. The value of the gift is determined as follows: one week's salary plus \$1.25 for each year's service, plus \$10 bonus if the employee has ten years of service or more.

Major Executive Appointments

John David Eaton, President of Eaton's of Canada, announced today at the Company's Annual Meeting (Tuesday, February 21st) the appointment of two new officials, effective immediately.

Alfred R. Tucker, Company Director and General Manager of the Winnipeg Store, was appointed to the position of Vice-President. Mr. Tucker, a Director since 1952, is a son of one-time Director and former Vice-President, the late Herbert M. Tucker and Mrs. Tucker.

J. Ross Jenkins, a Vice-President of the Company since 1953, was appointed the Company's senior Vice-President.

Mr. Eaton also appointed Donald S. McGivern, General Manager of the Company's Mail Order operations in Canada, to the Board of Directors. Mr. McGivern is one of the youngest men to be appointed a Director. He joined the Company in 1946 following graduation with a master's degree in Business Administration.

These appointments were occasioned by the retirement of O. D. Vaughan, senior Vice-President of Eaton's, following 40 years' service including 23 years as a Director and 18 years as Vice-President.

The President, in his annual report, stated that sales in 1960 reached an all-time high in the Company's 91-year history. Progress and expansion marked the Company's coast to coast operation with new stores opened in London, Ontario in August and Burnaby, British Columbia early this year. Work will commence this year on new multi-million-dollar stores in Halifax, Nova Scotia, and in Metropolitan Toronto where a major Shopping Centre, "Yorkdale" is being developed.

The number of Eaton Stores across Canada now totals 62, with 382 other retail outlets and three major Mail Order distributing centres.

Contacts, March, 1961



Mr. J. Ross Jenkins



Mr. Alfred R. Tucker



Mr. Donald S. McGivern



Left to right: Mr. John David Eaton, Mr. O. D. Vaughan, Mr. J. D. McIntosh.

Mr. O. D. Vaughan Honoured in Toronto

Eaton's Toronto Management group honoured the Company's Senior Vice-President, O. D. Vaughan, on the eve of his retirement following 40 years' service with Eaton's of Canada.

At the reception in the Royal York Hotel, J. D. McIntosh, Chairman of Eaton's Toronto Management Committee, read an illuminated address and many messages from Mr. Vaughan's associates across Canada and abroad.

John David Eaton presented Mr. Vaughan with a Royal Ontario Museum endowment membership certificate made possible through the gift of \$5,000 from Eaton managers in Toronto to the Museum's endowment fund. The gift recognized the great interest of both Mr. and Mrs. Vaughan in the arts, and also paid tribute to Mr. Vaughan's outstanding record in Canadian retailing over the past decades.

Associates in the Western Division extend best wishes to Mr. and Mrs. Vaughan. Good health and many happy years of retirement!

Major Executive Appointment



Mr. David Kinnear

The appointment of Mr. David Kinnear to the position of Head Office Director responsible for corporate policies relating to Control, Operating and Organization functions, has been announced by the President.

Mr. Kinnear joined Eaton's in 1928, and after serving in the Company's Toronto General Office was transferred to the Hamilton General Office as Assistant, later becoming Department Manager of the Hamilton Executive, General and Personnel Offices.

In 1948 Mr. Kinnear became Assistant General Manager of the new British Columbia Division. He was named General Manager of the Division in 1952 and has held that position since that time.

Mr. Kinnear was appointed Director of The T. Eaton Co. Limited in 1960.

Congratulations, Mr. Kinnear, from your friends in Winnipeg.

FORTY YEARS WITH EATON'S

MR. GEORGE THOMAS FOX

Forty years of continuous service in the same department was the record achieved by Mr. George Fox, Assistant in the Grill Room and Lunch Rooms Department, on Tuesday, February 23.

Mr. Fox was born in London, England, and came to Winnipeg at seven years of age. He attended school here. He is married and has one daughter, one son and two grandchildren. He is fond of gardening, particularly growing flowers which he does both at his home in the city and his summer place at Lac du. He describes himself as a "rough" carpenter and has built boats and done the usual carpentry chores around his homes. He is a member of the Sons of England.

On Tuesday morning a table was decorated for him in the Employees' Cafeteria and he was presented with a movie camera and projector. His many friends sought him out to wish him well. That evening a dinner was given in his honour at Moore's Restaurant followed by an evening of fun. He was presented with a sweater and films for his new camera.

His many friends join in wishing Mr. Fox good health and happy days and congratulating him on his long record of conscientious service.



25 YEARS WITH EATON'S

MISS MILDRED TAYLOR

Miss Mildred Taylor, of the M.O. Catalogue Distribution Department, celebrated her 25th anniversary with the Company on Thursday, March 9. She has been associated with that department since coming to work for the Company.

She was born in Kelwood, Manitoba, but moved to Winnipeg at the age of 12. Miss Taylor is a hockey and baseball fan. She is planning a trip to Vancouver this summer on her long vacation.

On Wednesday, March 8, a dinner for Miss Taylor was held at Zoratti's. It was attended by the department staff and other friends and she was presented with a hand bag. On Thursday morning she received a gift of two chairs from her department and many personal gifts were brought to her decorated desk during the day by her friends and well-wishers. Her gift from the Company was a ring.

Congratulations and all good wishes, Miss Taylor.



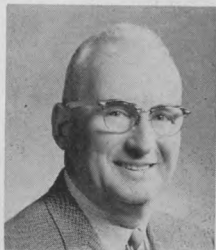
HONoured ON HIS RETIREMENT

MR. WILLIAM SAMUEL McCLENAGHAN

After over 37 years of service with the Company, Mr. Sam McClenaghan of the M.O. Divisional Office, retired on Wednesday, March 1. He had worked in the Staples Department in the Store the Stock Audit, the Piece Goods, and more recently, for six years in the Research Bureau, transferring to the Divisional Office six years ago.

Mr. McClenaghan was born in County Armagh, Northern Ireland, and attended school, started in business and married there. He spent four years in the Imperial Army in World War I, came to Winnipeg in 1923, starting in Eaton's almost immediately. He has one daughter and three grandchildren. One of his hobbies is stamp collecting. Mr. McClenaghan plans to move to Minneapolis and live there.

On the morning of his retirement day his desk was decorated beautifully, the red carnations and white chrysanthemums making it a springlike picture. He was presented with a lounge chair in leather and many personal gifts. His many friends came in during the day to wish him well. We all join in these good wishes and the hope that he will come in to see us from time to time.



HONoured ON THEIR RETIREMENT

MISS VIOLET BENNER

Wednesday, March 1 was retirement day for Miss Violet (Vi) Benner of the M.O. Exchange Department. She joined the staff of the Filing Department of the Mail Order, then located on the 8th floor of the Store Building, in 1914, later transferred to the Exchange Department and was the Signature and Section Head of the Correspondence Adjusters section of that department for some time before her retirement.

Miss Benner was born in Salisbury, Illinois, and came to Canada at six years of age. She attended school in Winnipeg. She is proud to say that she became a Canadian citizen, taking out her papers in December, 1956.

She has many interests and plans. This spring she plans to open her summer home, located on the Red River in St. Vital, by April 1. Later she will take a trip south of the border to visit two brothers, one in Chicago and one in Springfield, Illinois. She is fond of golfing and fishing and is remembered as an active player of baseball and basketball.

On the morning of her retirement her department presented her with a cocktail table and a clothes hamper and her friends came to wish her well, bringing many beautiful personal gifts. That night a dinner was held in her honour at the St. Regis Hotel, attended by the staff of her department and some other friends. A gift of binoculars was given her on this occasion.

Good health and years of happy activity is our wish for Vi.



MISS ROSALIND WILSON

Miss Rosalind Wilson, of the Grill Room Bakeshop, retired on Wednesday, March 1 after 40 years of service in that department. She was born in Manchester, Yorkshire, and came to Winnipeg when she was nine years old. She lives here with her two sisters.

Miss Wilson is fond of knitting and card playing. She plans a trip to Vancouver shortly but will continue to live in Winnipeg.

Honouring her on her retirement a party, attended by 42 members of the staff, was held in the Pagoda Room of Chan's Restaurant on Tuesday, February 21. On this occasion she was given a leather hand bag and a necklace and earring set. On her retirement day her department presented her with a clock radio and sweater and her many friends brought her personal gifts.

Good luck and good health to you, Miss Wilson, through many years to come.



LONG SERVICE ANNIVERSARIES

FIFTY YEARS

Mr. Arthur Farrier, M.O. Packing..April 8

FORTY-FIVE YEARS

Mr. Samuel McCallum,
Sporting GoodsMarch 29

FORTY YEARS

Mr. Desire Belanger,
Men's FurnishingsMarch 21

Mr. Percy H. Smith, Department
Manager, Western Buying.....March 28

THIRTY-FIVE YEARS

Mr. Frank E. Anderson,
DeliveryApril 6

Mr. Douglas J. Foster, Department
Manager, M.O. Carpets.....April 6

Mrs. Sigrid Sigmar,
Foundation GarmentsApril 7

Mr. H. G. Jephson, Manager,
Contract SalesApril 8

Mr. T. D. Scott, M.O. Exchanges.....April 8

TWENTY-FIVE YEARS

Mr. John T. Goodrick, Garage.....March 28

Contacts, March, 1961



Lower right: B. W. Bemister, President; W. D. McGowan.

Others: Diners at the Service Building.

EATON ASSISTANTS' ASSOCIATION

The first dinner meeting of the Association for 1961 was held on Monday, January 30 in the Grill Dining Room. Mr. W. D. McGowan, Public Relations Director of the Manitoba Telephone System, gave an interesting talk on "Telephone Communications, Past, Present and Future," painting an intriguing picture of coming possibilities in this field.

On Monday, February 27, the Association was invited to visit the new Service Building and was shown over it thoroughly by Mr. Finnbogason's competent staff. They then sat down to a delicious chicken dinner in the Employees' Cafeteria on the mezzanine floor. Mr. Bemister, President of the Association, and other members of the executive, introduced new members after dinner and Mr. Finnbogason gave a very informative talk about the building.

On this occasion the members turned out in force and it is hoped that this is an indication they will give the same support to all future meetings.

ATTENTION ALL RETIRED STAFF

A special invitation is extended to you to exhibit at the HOBBY SHOW OF 1961. Be ready for the big event—Monday, June 5 to Friday, June 9. A complete list of classes will appear in the April issue. Also refer to your February Contacts. If you now live outside of Winnipeg, send in your entries.



EATON MEN'S CURLING CLUB

By Pat Milne

Now that all the big 'spiels are behind us we can once again settle down to some serious curling as we enter the fourth and final round of regular play. Total wins for the season will determine the composition of the prize round groups.

The standings in each group to February 28 were as follows:



GROUP 1 — FOURTH ROUND

"A" Group	W	L	"B" Group	W	L	"C" Group	W	L
Walker	3	0	Hadon	0	3	Block	2	2
Young	2	1	Marino	3	0	Morrow	0	3
McGavin	0	3	Hay	2	1	Garden	2	1
Ritchie	2	1	Locke	1	2	Milne	2	0
Bergman	0	2	LeBlanc	2	1	Aikman	1	2

GROUP 2		GROUP 3		GROUP 4		GROUP 5	
2nd Round		2nd Round		2nd Round		2nd Round	
W	L	W	L	W	L	W	L
Muirhead....	3 0	Newton	3 0	Hogg	3 0	Darroch	4 0
Chalmers....	3 1	McClure.....	3 0	Hughes.....	3 1	Bowman	4 0
Colclough....	3 1			Curtis.....	3 1		

Unfortunately, there will again be no trophies from the Manitoba Bonspiel on display at our club rooms. However, our four representative rinks gave a good account of themselves and had a wonderful time in the process, meeting old curling buddies and re-hashing the plays between games.

Our congratulations and thanks go to Ross and Fred, our friendly icemakers who have worked hard all year to get the ice in its present excellent condition.

NOVELTY BONSPIEL WINNERS DECIDED

The first week-end in March saw the playing of the games which decided the winners of the novelty bonspiel. The 'spiel had been running all through February and, while the number of entries was disappointing, the interest and enthusiasm of the participants and onlookers ran high. After the final games the results showed these winners:

In the Main Event—Mike Tomlinson, skip, with Harold Hamill, Lorraine DeMeyer and Gladys Tomlinson.

In the Consolation—Bill Wilkinson, skip, with Roy Wilkinson, Nettie Pfeifer and Bernice Wilkinson.

Congratulations to the winners and those responsible for this yearly feature. Let's plan to play in it next winter.

EATON WOMEN'S CURLING CLUB

The Eaton Women's Curling Club standings will be decided by the end of March. This has been a good season and many of the rinks are still in the running for trophies and prizes. At the first week of March the standings in points were:

Week-end Rinks	Monday Rinks	Wednesday Rinks
Evelyn Gordon 22	Shirley Brown 16	Joan Ingram 13
Mary Willson 15	Flo Park 16	Florence Owen 13
Mary Moore..... 13	Evelyn Gordon 15	Vi Johnson 13
Florence Goldie 13	Mary Moore..... 13	Mary Moore 13
Flo Park 12	May McKitten 12	Madeline Doyle 10
		Nettie Nisbet 10

Winners of each group will play down for the Johnson trophy.



EATON LADIES' CURLING CLUB

The Eaton Ladies' Curling Club (formerly called Eaton Wives') reports a very good year. They have completed their first two competitions and are mid-way through the third. The next event is a Thirds' Competition.

A very enjoyable evening was spent on Wednesday, February 8, when the club was entertained at dinner at the home of one of the members, Mrs. W. L. Palk. There were 33 members present.

CURLING BRIEFS

GEORGE GLAZIER, Men's Clothing, skipped a rink to 11 victories before defeat in the Manitoba Bonspiel, losing going into the fours of the two main events.

EVANS WHALLEY, Cash Register Repairs, took fourth prize in the Eaton trophy. He played with Henry of Strathcona and made it into the Consol playdowns but lost in the semi-final. Well done!

BOB RAMSAY, Women's Shoes, took third prize in the Birks trophy, playing with Bill Sharpe of the Granite. They also made the semi-final in their half of the Consol playdowns.

ATTENTION ALL FISHERMEN ! ! !

The Annual Meeting of the Eaton Angling Club will be held on Thursday, March 23 at 8 p.m., in the Board Room, fourth floor, Free Press Building. Films and door prizes included.

All interested in the pursuit of our finny friends are urged to attend. The new executive to be elected at this meeting will be responsible for providing the usual highly interesting and entertaining programs. The club meets on the fourth Thursday of every month, year round. During the season fishing excursions are organized at frequent intervals. Associate members are welcome. Fees are very reasonable.

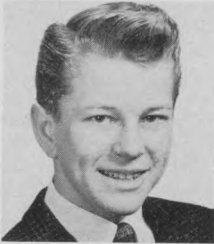
The Annual Meeting is open to all employees. MEMBERS—Do turn out and bring others with you.

Contacts, March, 1961





Mrs. Sigrun Smith



Mr. Doug Einarson

NEWS OF AND FOR EATONIANS

MRS. SIGRUN SMITH was 100 years old on Sunday, March 5. She is the mother of Mr. Max Smith of the M.O. Budget Plan Department and the picture shown was taken on her 70th birthday. She is now a patient at the Princess Elizabeth Hospital and not equal to having new pictures taken, but those who see her say that she has not changed very much.

Mrs. Smith's maiden name was Skulason and she was born on a farm near Reykir, Iceland, coming to Gimli, Manitoba, when she was 15, but moving almost immediately to Winnipeg. Several members of her immediate family have lived to advanced years.

DOUG EINARSON is the 16-year-old son of Mr. Fisher Einarson of our Interior Design Studio and is in Grade 11 at Windsor Park Collegiate, a good student by all reports. In the Norwood Press of Friday, February 17, his picture appeared with five other students from the collegiate. Doug had the honour of being chosen King of Hearts, with Penny Parker as his Queen. They were crowned at the Valentine dance, having been elected by secret ballot that morning. The four unsuccessful candidates became princes and princesses.

... FROM SUNNY CALIFORNIA



Your editor received this picture and a note from Mr. William Gould, formerly of our Photographic Department and at present enjoying the summer temperatures of Los Angeles. The picture shows, left to right, Mr. Claude Olsen who worked with the Paint Shop prior to 1937, Mr. R. Young, also a retired employee of the Paint Shop, and Mr. Gould. Mr. Olsen and Mr. Gould were visiting Mr. Young, sometimes known as "Nifty," and were happy to find him, at 89, enjoying good health and full of wit and humour.



Miss Heather Sigurdson



Mr. R. Hucal



Miss P. McMullen

The University of Manitoba Students' Union Glee Club presented "Plain and Fancy," a musical comedy, during the week of January 23 to 28. We were particularly interested because three of our erstwhile or part-time staff took prominent parts. HEATHER SIGURDSON, part-time in the Cash Department, took the role of Emma Miller; ROBERT HUCAL, a long time part-time employee and now a third-year law student, is chairman of the Glee Club, and PAT McMULLEN, a Junior Councillor of 1959-60, was a member of the female chorus. CAROL CATES and CAROL PRY, both part-time staff, were in charge of properties.



MAIN FLOOR

Department 151—By Kathleen Cross

A bouncing boy, Clay Ernest, was born to Mr. and Mrs. Art Vandel on Saturday, February 25 at the Women's Pavilion, weighing in at 6 lb. 3 oz.—congratulations.

Welcome back to Bobbie Waddell after a couple of weeks' stay in Deer Lodge Hospital. Hope you are feeling better.

Also back on the job is Ami Gosselin after a long illness.

Department 171—Cartage

Herb Brydges is back in Deer Lodge Hospital. Do hope the doctor gets to the base of your trouble.

Also on the sick list is Alf Jenner. Best wishes for a speedy recovery.

Salesroom, Telephones and Contracts

By A. Christensen

February 8 was the day we all said good-bye to Edith Dilger of M.O. Contracts. On that morning Edith came into the department and was greeted with gifts, corsage and good wishes from her many friends. Her table decorated in yellow and white, held the gift of the department, Clovelly dinnerware. A steam iron and other gifts conveyed good wishes from her business associates. She was married on Saturday morning February 11, at St. Ignatius Church, with a reception following at the Marlborough Hotel. The happy couple left afterwards for a trip to Goderich, Ontario, home of the groom's parents. They will make their home at Rivers, Manitoba. Our best wishes go with you, Edith and John Fellows.

On Thursday evening, February 8, a group of Salesroom girls gathered for a miscellaneous shower in honour of Joyce Andreychuk. The gifts were both attractive and useful and the girls all spent a very enjoyable evening. Then by way of saying "Our best to you," the girls decorated a table in pink and white the day Joyce left. The gift from the department was a steam iron. An electric mixer and other gifts added to the attractiveness of her table. The wedding took place on February 13 at the Blessed Virgin Mary Parish Church. We wish you both the very best in the future, Mr. and Mrs. Fred Budzey.

So glad to have Isabelle Warren back with us after a brief illness.

Many will remember Martha Anderson who worked for quite some time in the Mail Order in Departments 167 and 178. Martha was married on February 18 in St. Michael's and All Angels' Church. A reception was held later at the Parker House. One of our girls who at-

tended both the reception and the ceremony said Martha was a lovely bride in white, and her three attendants and flower girl made a very pretty group. Best wishes from us all, Martha and Lorne Gullivan.

Well the hump of winter is over (we hope) and such things as the Christmas rush, the Fall and Winter Catalogue and the TB tests and x-rays are behind us. The holiday lists, car licenses and income taxes face us now. Yes, spring must be on its way!

* * *

SECOND FLOOR

Departments 113-122—By I. Caners

We extend congratulations to Mr. and Mrs. Stan Block on the birth of a daughter, Penny-Lynn—cute name.

This must be the lull before spring for our news reporters have been unable to dig that news. I believe it would be of interest to our sports-minded fans to know that Frances Spice who is claimed by 122 Department, holds the high single (342) and the high three (845) in Division 4 bowling. Nice going, Frances, that is really bowling them over.

Department 113, not wishing to be outdone, took a rink out to Warren, Manitoba, manned by Gordon Walker, Clifford Nichol, Morris Roscoe and a chap called Gus Zimmerman to take part in the 64-rink bonspiel there. The rest is history. Mr. Walker and his clean-up boys returned with the laurels of victory—1st prize in the top event. What were the prizes? Watch their shining faces—Schick 3-speed electric razors. Congratulations, boys, on a fine performance.

* * *

THIRD FLOOR

Department 1015—By E. Chatfield

Our congratulations to Erica Liebholtz who received a lovely diamond. The lucky fellow is Raymond Remillard.

Congratulations to Mr. and Mrs. Ed Jackson on the recent birth of a son.

We would like to welcome Patricia Patterson to the department and hope your stay with us will be a pleasant one.

Department 1067—By D. Zetterstrom

We are sorry to report that Mr. George Roseveare had the misfortune to slip and break his ankle. Hope you will be back with us soon.

Mr. E. W. Thompson underwent surgery at Grace Hospital recently. Hope you will soon be up and around again, Bill.

Best wishes from all in the department to both George and Bill. We are also glad to hear Mrs. Margaret Ponton is coming along nicely.

* * *

FIFTH FLOOR

Department 4—By B. Murray

With the re-allocation of Department 3 Stock we said good-bye to Mrs. Smith (Smitty) and Sidone Wilson. Both received parting gifts.

Also Ralph Walker, Irma Tetreault and Muriel Fraser were transferred to Department 4100. We wish them the very best.

Sorry news is late as we lost our correspondent, and at this time we wish to thank Muriel Fraser for all past years' reports.

Department 12—By P. Thompson

We have all very sorry to hear of the death of Stephanie Sapiak's mother in St. Boniface Hospital in January. Our deepest sympathy, Stephanie.

SEVENTH FLOOR

Department 116—By Mary Wilson

We think it was meant for Valentine's Day and John just couldn't wait for on February 7 John Penner could around with a beautiful diamond ring for Ollie Roik. Accept our best wishes for every happiness, Ollie and John.

Vera Sekel and Marion Friesen left us February 10 to take up full-time housekeeping.

We regret to learn that Edith Neuman is in hospital and wish her a speedy return to health.

Isobel Davis' many friends were saddened to hear of her death after a lengthy illness. Isobel retired from our staff five years ago.

Sincere sympathies are extended to May Cannon in the recent loss of her mother.

Department 4100—By Jen Neill

February 1 was retirement day for Mr. James (Jimmy) Black. A presentation of a Call-Lounger chair was made by Mr. M. T. Smithson on behalf of the staff of 41 Department. Jimmy also received gifts from his many friends throughout the organization, among them a gift of luggage from his associates in his former department and the receivers.

Congratulations to Betty and Graydon Anderson on the birth of their daughter on January 22.

Welcome back to Mr. Neville and Verna Garyte after their illness. Glad to see you back, folks!

We are sorry to report that Irma Tetreault is absent due to illness. Hope to see you back with us soon, Irma.

* * *

EIGHTH FLOOR

Department 119—By M. Davies

On March 1, 1961, the Exchange staff gathered to extend best wishes to Vi Benner on her retirement. Vi was presented with many lovely gifts including a cocktail table and clothes hamper presented by Mr. Brown, Assistant, on behalf of the management and staff.

In the evening the management, staff and personal friends entertained in Vi's honour at a dinner at the St. Regis at which she was presented with binoculars.

Best wishes, Vi from all of us for a very happy and leisurely retirement.

We welcome Len Ferguson who was transferred from M.O. Complaints to our staff. Hope you will enjoy working with us, Leonard.

Department 167—By N. Pruner

Congratulations to Lynne Bleakney who received a lovely diamond from Brian Ehnes on February 19.

On the sick list recently were Belle Sinclair, Clare Martin, Florence Edwards. Nice to have you all back with us again.

Men's Clothing—By F. Paget

To celebrate Mr. William Johnstone's 45 years with the Company, a party was held on Friday, February 10, at the home of Mr. and Mrs. J. Leighton. During the evening Mr. G. Firth presented Bill with fishing tackle. Congratulations to a young old-timer!

A presentation of a crystal vase and bowl was also made to Mr. Wally Reid who has recently been transferred to another department. We all wish you the best of luck, Wally. Our many thanks to our host and hostess for their kindness and hospitality.

Sixteen

Department 28—By D. Dee

We wish to extend our deepest sympathy to Mrs. Amy Farewell in the recent loss of her brother.

Congratulations to Mr. F. Game, a retired member of our staff, whose marriage took place February 14. Our very best wishes to you, Mr. and Mrs. Game, for a happy future.

* * *

NINTH FLOOR

Department 10—By L. Maskell

Congratulations and best wishes to Isobel Joss who became the bride of Jack Donaldson on January 28 at Regent Park United Church. We wish her and Jack years of happiness, good health and prosperity.

Isobel was guest of honour at a pantry shower given to her by Mrs. McKenzie. Her gift from the department was a set of dishes presented to her by Mr. Young. She also received many gifts from her friends.

Our best wishes to Phyllis Huttman who left on February 3 to take up housekeeping as a full-time job.

Sorry to report Dyce Moore is on the sick list and all send our best wishes for a speedy recovery.

Department 15

Our thoughts and best wishes for a speedy recovery go out to Miss Margaret Gallaher of our office staff who is at present in Grace Hospital.

* * *

Department 117 and 118

We are sorry Peggy Johnston is on the sick list and hope she will be back with us soon.

Department 118 said welcome to our new Manager, Mr. English, and good-bye and best of luck to Mr. Dave McFetridge and Mr. Len Ferguson.

Dave McFetridge left us to be Assistant in Department 116 and was presented with a beautiful reclining chair on behalf of Departments 117 and 118 and a number of other gifts. Len Ferguson was the recipient of sport shirts, the gift of Department 118, and other gifts from his friends when he left us to take over other duties in 119. Our best wishes go with you both in your new work.

Our congratulations also to Mr. Phil Tallack who has been named our new Assistant, and to make things even happier for Phil he became a grandfather on February 14.

LAKEHEAD NEWS

The Port Arthur Store was host to Messrs. S. Green and J. Frisken of Winnipeg Staff Training on February 6 and 7.

A meeting was held Monday evening for the sales personnel of the Store at the Prince Arthur Hotel the subject being Basic Salesmanship. The subjects taken by both Mr. Green and Mr. Frisken were found most interesting and stimulating to the 145 in attendance.

The following evening an informal meeting with all department management was held in the Store. Another entertaining informative talk was given by Mr. Green on various topics.

Both meetings were thoroughly enjoyed and we extend our sincere thanks to Messrs. Green and Frisken for their efforts on our behalf.

Contacts, March, 1961



BASEMENT STORE

Department 901—By Julia Tym

We welcome two new girls to our staff, Olive Cassidy and Helen McBride. Hope you like working with us, girls.

Also welcome to our new Signature, Neil Barling. We are a bit late, Neil, but better late than never.

We lost Edna Timlick who left us to take up housekeeping, and Sheila Cluff who is now working in Department 933.

Basement Shoes

The sympathies of co-workers are extended to William Holland in the loss of his sister. Best wishes go with Dan McLean as he leaves us to join Stock Audit.

Department 379—By N. Rodeck



On Wednesday, February 22, Miss Rae Bjornson celebrated her 35th anniversary with the Company. On behalf of the department Mr. Carr presented Rae with a lovely watch. Lots of luck and all the best for the future from us all!

Once again Cupid has aimed his arrow in our direction. Two of our girls came in with lovely diamonds: Joanne Oulion from Harold Bellingham, Eileen Chalkman from Albert Henry. Congratulations to both of you! A speedy recovery is wished to Mrs. Cay St. Jean who broke her arm.

We are glad to have May Zaparniuk back at work.

We extend our sincere sympathy to Mrs. Chrissie Plotkin on the death of her sister.

MAIN FLOOR

Department 215—By Vera Bowerman

Our deepest sympathy to Mrs. Bella Tingle on the passing of her mother on February 7.

Marilyn Smith, a bride-elect of February 18, was honoured at a supper on February 7 at Moore's. The girls of the Jewellery counters presented her with a white chenille bedspread. She was presented on her departure from the department with a silver bread tray.

We were sorry to say good-bye to Mr. Johnny Howell who left us on February 8 to take up duties in the Notions Department. On his departure he received a smoking stand.

We wish to welcome Mr. Cy Napier, formerly of the Notions Department, and hope that his stay with us will be a pleasant one.

Department 201-202—By Norma Patterson

We welcome Don Reid and Grant Carswell to the department as our new Signatures.

We will miss Mr. Macdonell who has gone to Boys' Furnishings. He was given a pen and pencil set on behalf of the department.

A department dinner was held at the Concordia Club at Moore's to honour Mr. Clarke, our Department Manager, on his 25 years with the Company. Mr. Campbell presented him with a framed picture, a beach umbrella with case, and a set of cuff links. It was a most enjoyable evening. Mr. Taylor was in good form as the evening's M.C.

We are very sorry to lose John Allemand but we wish him well in his new venture. On behalf of the department Mr. Campbell presented him with a pen and pencil set.

Les Keough, our former stock boy, is now working in the Men's Socks section. Good selling, Les.

We welcome Walter Shau to the department as our new stock boy.

Department 222—By E. White

On Saturday, February 18, about 40 guys and dolls met at Iris and Jack Zimmer's on Bartlett Avenue to honour Cy Napier who left Notions for Jewellery. Cy was presented with camping equipment. It was a happy evening of games and dancing. The food was scrumptious.

We welcome John Howell to our department. May you enjoy working in Notions, John.

Our deepest sympathy goes out to Maylene Huff whose brother, Harvey, passed away suddenly on February 23.

* * *

SECOND FLOOR

Department 224—By K. Thornhill

Our deepest sympathy goes out to Leona Mathieson and family on the death of Leona's mother.

Congratulations to Doug Pellan, our stockman, who was married on February 18.

Our Signature, Mr. Art Harrap, left us to go to the Hardware Department. We sure will miss you, Art.

Mrs. M. L. Tasker is convalescing nicely. We also hear Marion Wright can do many things with that left hand of hers.

Dorothy Kischook was indisposed for a week or so, and Lola Wilkie has not been well for a while. Hope to see you back soon, Lola.

We all welcome Mr. D. Olford to our department.

Departments 238 and 338—By A. St. Pierre

A slight change of personnel has taken place in our department. Mr. Don Morrow is now with the 4th floor Women's Sportswear. Don is one of the best fellows, not only to his co-workers but also to all employees in the Store who know him. Big Don, we'll all miss that happy smile and jovial laugh of yours. From all of us, congratulations and good luck!

We welcome Mr. David Swan from the 5th floor Children's Shoes. Congratulations and a big welcome to you, Dave, from all of us.

Personnel Department—By R. Fraser

On Thursday morning, January 26, the Personnel staff met to say good-bye to one of its favourite members, Mr. Robert MacBain of the Employment Office. Bob has joined the staff of the Methods Research and although he will be missed by all of us, we wish him the best in this new field. Mr. B. Sutherland, on behalf of the staff, presented Bob with a brief case.

We were very pleased to see all our friends from the Western Stores in Winnipeg for the Personnel Conference, also Mr. Dave Grose from the Toronto Staff Superintendent's Office.

We are very sorry to hear our Mail Order nurse, Mrs. Betty Barclay, is under the weather. Hurry up and get well, Betty. We all miss you.

* * *

THIRD FLOOR

Department 281—By V. Campbell

Nice to have Mr. Kirbyson back again. Hope you enjoy good health from now on, Les. We were sorry to hear Johnny Deegan is back in hospital. We are all pulling for you, John, and hope to see you back with us soon.

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FOURTH FLOOR

Department 341

Wedding Bells Ring Again

Congratulations and best wishes go to Betty McIntyre and Angus McIvor who were married Saturday, February 18, 1961.

The department and friends surprised Betty by having what we call a "Harem-Scarem" party. A buffet supper and refreshments were served.

On behalf of the girls who were there our Manager, Mr. Franklin, made the presentation. Along with many gifts, Mr. Franklin gave her some of his own priceless advice on "How to Live a Happy Married Life." Our Scotch lassie, Mrs. Mary Bell, wore her kilt for the evening. Mrs. Helen Campbell Moore was a very busy and gracious hostess.

Everyone will be looking forward to having you back in the department after the short honeymoon, Mrs. Betty McIvor.

* * *

FIFTH FLOOR

Department 1100—By Ruby Tait

Our sincere sympathy is extended to Mrs. Kay Brooks of 1100K in the loss of her fa her.

Glad to hear that Mrs. Mary Herman of 1100G is doing so well after her recent operation. Also that Mrs. Erna Ritter of 1100G is on the mend after her little accident at work.

Farewell presentations were made to three of our staff recently. Mrs. Marjo Sellen of 1100S was presented with personal gifts. She left to take up housekeeping duties. Susan Baron of 1100S was presented with a luggage case and personal gifts from the girls of the department. Susan has decided to make California her new home. Mr. R. Brown was presented with a luggage set from 1100 Department and a desk set from 1112 Department. We would like to extend our congratulations and best wishes for future success to Mr. Brown who has left to join the staff in the Calgary Store.

On February 21st, 42 ladies of 1100 Department attended a dinner party held in the Pagoda Room at Chan's Cafe in honour of Miss R. Wilson on her retirement. She was presented with a leather hand bag and an earring and necklace set.

On the morning of her retirement, March 1, Miss Wilson received many personal gifts including a clock radio and a sweater from her department.

Department 239—By M. Hamulka

February 4 was the date for Department 239's annual party. The evening was started with a bowling competition at the Bowladrome and followed by a very enjoyable evening at the home of Mr. and Mrs. Norm Phillips. During the evening prizes were presented for the bowling competition followed by a most delicious lunch. Our thanks go to Mr. and Mrs. Phillips for a delightful evening.

* * *

SIXTH FLOOR

Department 272—By Gladys McLean

Hope Mr. Patterson is enjoying spring in England and on the continent on this his first overseas trip for the Company.

Sorry you didn't get a prize in the curling bonspiel, Pat, but glad you enjoyed it so much. Sorry to report Ted Keena out sick. Hope he will soon be better and back to work.

Our genial Jim Davies has been hospitalized but glad to report he is home and coming along fine. We miss you, Jim, so hurry back to work.

Our sincere sympathy to Steve Medwick whose father passed away February 9.

Department W267

Glad to hear that Mrs. M. Chapman of our Curtain section is feeling much better after her operation. Hope it will not be long before she is back with us again.

Our sympathy to Miss Pearl Lesawich on the recent loss of her brother.

* * *

SEVENTH FLOOR

Furniture and Bedding—By B. Chreptyk

Belated congratulations to Diane Johnson of our Service Bureau who received a lovely diamond from Leonard Sorenson on December 31. Their wedding is planned for June.

Good to see Teddy Bruce back on the floor. A stag was held at Mr. Patterson's for Fred Cave on February 9 on the occasion of his being transferred to the show room of the Service Building. He was presented with cuff links and a sports shirt from the staff.

Welcome to two new members of our selling staff, Mr. Ross Pearce and Mr. Pat Martell.

Congratulations to Mrs. Phyllis Bain, Mrs. Mary Hunter and Mr. Pat Clarke who were elected to the Department Fund Committee.

* * *

EIGHTH FLOOR

Department 101—By N. Hawkhead

The stork has been exceptionally busy around here lately. Congratulations to the following on the birth of:

A boy, Garth Harry, to Mr. and Mrs. Don Sanderson;

A girl, Janice Lynn, to Mr. and Mrs. Gord Miller;

A girl, Holly Ruth, to Mr. and Mrs. Jack Dempsey;

A boy, Stuart Allan, to Mr. and Mrs. S. Duncan;

A boy, Gregory Dean, to Mr. and Mrs. D. Johnston.

Welcome back to Vi Archer. Hope you are feeling much better after your illness. Guess the heavy going at stock-taking finally caught up with you, eh Vi?

Good-bye and good luck to Sylvia Smith who left the Correspondence Office.

Welcome to the following newcomers: Marlene Charach, Gwen Jonasson, Ann Jones, Susan Ternouth.



Mr. Max Smith of the C.O.D. Returns, celebrated his 35th anniversary on Wednesday, March 8. The cash department's gift to him was a table for his projector. The presentation was made by Mr. Robinson.

One of Max's hobbies is photography—he was one of the winners this year of the Winnipeg Cine Club. He also enjoys gardening. Good health and prosperity to you, Max.

Department 103—By Margaret Arnold

Miss Doreen Smith, a bride-elect of March 11, was a guest of honour at a shower given by her business associates at the home of Miss Jessie Armstrong, February 16. Doreen was presented with a pair of bedroom lamps and a nylon comforter.

* * *

STORE SERVICES

Elevators—By E. Ratzlaff

We were sorry to hear that Mr. F. Donald was in hospital again for three weeks, but are glad to see him back.

Karen Klassen, daughter of Mr. and Mrs. M. Klassen, and G. Pellitier's nine-month-old son were in hospital for a while but are both at home now convalescing.

Best wishes go with Cheryl Flamond who has transferred to the Jewellery Department. Also to Adeline Kulyk from our part-time staff, who will keep herself busy studying.

We welcome Maxine Moysey, Nola James and Wilma Hewitson to our staff, and we hope they will enjoy their stay with us.

Congratulations to Howard Bilan from our department and Florence Malenowski from the third floor Coffee Bar who were engaged on January 3. We extend our very best wishes to you.

* * *

MITCHELL-COPP BUILDING

The Stock Audit staff extends congratulations and best wishes to Mr. H. J. Farrant who was transferred to W204 and Mr. G. Carswell who was transferred to W201-202 Departments. A gift of cuff links was presented to Bert and a polo shirt to Grant on behalf of the Stock Audit Department by Mr. H. D. Macnamara.

Welcome to the new members of the Stock Audit staff, Mr. W. E. Donnelly, Mr. A. B. Croan and Mr. D. McLean.

Contract Sales—By Janet Chorney

It's nice to see Len Lasota's smiling face in our office again after a short stay in the hospital. Glad you're feeling better, Len.

Congratulations to Marie Hutchison, a Sug-gestion winner.

Contacts, March, 1961

ALEXANDER AVENUE WAREHOUSE

Departments 150 and 150A—By K. Polak

Congratulations to Mr. Dan Wilson who celebrated 35 years' service with Eaton's on Wednesday, March 1. His service has all been with the Furniture Department.

Dan was born in Ballymoney, County Antrim, Ireland. He served in the First World War with the Royal Irish Rifles and was taken prisoner at the Somme.

He is an ardent fisherman and outdoors man, and spends much of his leisure time at his cottage at Seven Sisters. He is also an active member of the West Kildonan Legion.

We join with all his friends in wishing Dan good health and happiness in the future.

Printing—By Margaret Torrance

Heart-felt sympathy is extended to Mrs. A. J. Herriot and family in the loss of a loving husband and father. Mr. Herriot (Doc) who was a retired member of our staff, passed away February 9.

WHEN I WHINE

The other day upon a bus,

I saw a girl with golden hair:

I envied her—she looked so gay—

And wished I were so fair.

Then suddenly she rose to leave,

I watched her hobble down the aisle;

She had but one leg, bore a crutch,

And as she passed—a smile.

Oh God, forgive me when I whine—

I have two legs, the world is mine!

Later I paused to buy some sweets,

The lad who sold them had such charm

I stayed to talk with him a while;

If I were late, 'twould be no harm.

Then as I turned to leave, he said,

"I thank you, you have been so kind;

I like to talk with folks like you—

You see, I'm blind."

Oh God, forgive me when I whine—

I have two eyes, the world is mine!

Still later passing down the street,

I saw a child with eyes of blue;

He stood and watched the others play,

It seemed he knew not what to do.

I stood a while, and then I said,

"Why don't you join the others, dear?"

He looked ahead without a word,

And then I knew he could not hear.

Oh God, forgive me when I whine—

I have two ears, the world is mine!

Two legs to take me where I'd go,

Two eyes to see the sunset's glow:

Two ears to hear what I would know:

Oh God, forgive me when I whine—

I'm blessed indeed; the world is mine.

—Author Unknown.

—Courtesy "Hi-lines."

ABOUT THE TUBERCULOSIS SURVEY

During February all members of our staff were tested for tuberculosis. This is done at two-year intervals, but this year a new method was used known as the "tuberculin test" and sometimes as the skin test. This, because it was unfamiliar to most of us, gave rise to some speculation and we bring you some information taken from the literature available to clear up any misunderstandings.

"The test is made to find out whether or not there are tuberculosis germs in the body. If no germs have ever made their way into the body there will be no reaction—the test is negative. When there is a positive reaction the first step is to make sure that there is no disease, for it must always be remembered that while only a fraction of those infected ever develop disease, ALL those with disease are infected. Positive reactors should have a chest X-ray, just to make sure. As long as there are cases of tuberculosis (and every country has thousands) there will be germs around and some of them will be breathed in or swallowed by men, women and children.

"If the person getting the germs is healthy and there are not too many germs, the tissues of the body will keep the upper hand and master the invaders. The body will wall up the germs in little prisons. The prisons are like tiny lumps or nodules. The medical name for them is tubercles and it is from them that tuberculosis gets its name. Once this happens the person has been infected, but that does not necessarily mean that he has or ever will have tuberculosis. In perhaps eight out of ten such cases the body checks the germs and no disease develops."

All those who have been exposed to tuberculosis infection and have not developed the disease because of good body resistance, that is those who have a positive reaction but whose X-rays show no disease, have developed a certain amount of immunity to tuberculosis. It is not necessary to have the tuberculin test again if it was positive, but a regular chest X-ray is needed in the future.

CUSTOMERS COMMEND . . .

MISS VERA NORD, the Valley Room

A very tangible commendation came to Miss Nord who now works in the Valley Room. A beautiful bouquet of red roses and a box of candy were brought in to the Employment Office for her by a man who wished to express his appreciation of her cheery helpfulness. Vera had waited on him at the Fifth Floor Bar about a month before and her few friendly words had made a bad day in his life a lot easier to get through. We never can know how important a pleasant word may be. Congratulations to Vera!

MR. OTTO EILER, Delivery Department

A customer on Victor Street writes: "I would like to send my compliments to our delivery man on Victor Street. He is a Mr. Eiler. He is so obliging and a very trustworthy person. During the Christmas rush season he was wonderful — always comes with a smile. This man should get great praise. It is a pleasure for him to come to a person's door." We're all proud of you, Mr. Eiler.

MISS BERNIE LAURIN, M.O. Jewellery

Mrs. Radcliffe of Keephills, Alberta, had ordered some pieces of silver flatware and it was necessary for the person filling the order to make the selection. Mrs. Radcliffe writes: "Thank you so much for your wise choice. It is a lovely pattern, far nicer really than the catalogue pictures show it to be. I would like to give the clerk who made the selection a reference as a most conscientious and thoughtful person, having a good understanding of what the customer might appreciate." Congratulations, Bernie.

MR. GORDON FRASER, the Carpark

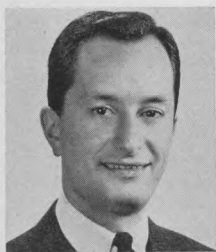
Mrs. Docker, of Winnipeg, writes: "I would like to say a few words about one of your employees, Mr. Gordon Fraser in your Carpark. Last week I visited your store with my mother who was just out of her nursing home for a few hours. It was a very difficult expedition, but on returning to the Carpark I could not remember, in my confusion, what floor I had our car on. Mr. Fraser seemed to sense I was in trouble and without my even asking him he rushed away to find the car while I stayed with mother. It was a very difficult task for him but even with every floor crowded he returned with the car. It is people like this that make a store popular. Thanks again, Mr. Fraser." . . . And we all thank you, too!



Presentation to Mr. A. R. Tucker

On the morning of Monday, February 27, a group headed by Mr. John Bruce and representing the Management Association, visited Mr. Tucker in his office to congratulate him on his recent appointment to the position of Vice-President and to present him with a desk set, suitably engraved, as a memento of this occasion.

All members of the Winnipeg staff join in these congratulations and wish Mr. Tucker every success.



Mr. J. P. Allemand



Mr. A. G. Macdonell



Mr. R. S. Morrison

RECENT APPOINTMENTS

WINNIPEG STORE

Department W241—Junior Dresses, Coats and Suits;

Department W341—Misses' Dresses;

Department W541—Women's Dresses, Coats and Suits;

MR. J. P. ALLEMAND, Assistant.

Department W528—Boys' Furnishings—Hats and Caps, Scout Equipment, Underwear, Shirts, Sweaters, Bath Robes, Pyjamas, Bathing Suits and Neck Wear;

Department W232 — Boys' Clothing — Suits, Overcoats, Pants, Windbreakers, Parkas;

MR. A. G. MACDONELL, Assistant.

Department W209—Women's Lingerie, Wash Frocks, Aprons, Uniforms, House Coats and Dressing Gowns:

MR. R. S. MORRISON, Assistant.

Department W509 — Second Floor Budget — Lingerie and Foundation Garments:

MR. J. A. FERGUSON, Manager;

MR. T. J. KEOUGH, Department Manager.

ORDER OFFICE

Morden, Manitoba

MRS. K. McNABB, Clerk in Charge



Seated, left to right: Mrs. E. Gilbertson, Prince Albert; Mrs. L. Jones, Lethbridge; Miss B. K. Benson, Brandon; Miss M. Scott, Medicine Hat.
 Standing, left to right: M. A. McDowell, Port Arthur; W. J. Miller, Dauphin; D. O. Brault, Regina; L. F. Atchison, Saskatoon; A. E. Webb, Moose Jaw; W. W. Bubb, Red Deer; D. M. Grose, Toronto; M. J. Warwick, Edmonton. Missing from the picture: J. D. Hay, Calgary.

WESTERN PERSONNEL MEETING

The Conference Room, Ninth Floor Managers' Lounge, echoed with the problems of our Western Personnel Departments through the week of February 13. Mr. B. C. Sutherland and Mr. J. Paul of Winnipeg and Mr. D. M. Grose of Toronto guided the discussions and both outside speakers and Winnipeg staff presented points of view and information that were eagerly explored by the group. Among the subjects taken up were staff training, wage administration, communications, testing, welfare and sales standards.

NEWS OF AND FOR EATONIANS



Miss Louise Martin

In the February issue of Restaurants and Institutions, a Canadian magazine published in the interests of "mass feeding and housing," appears a two-page article by MISS LOUISE MARTIN, dietitian for the Grill Room. She is well qualified to write in such a periodical, having a degree in Home Economics from the University of Manitoba and many years of experience in producing those luscious Grill Room meals, to lend her authority. The article is under the heading "A 'Different' Sauce Puts New Spark in Tried and True Menu Items."

Here is a sample of the recipes included. Try it next time you make dinner for ten.

Coconut Sauce with Baked Ham or Broiled Ham Steaks

- | | |
|--|----------------------------------|
| $\frac{1}{4}$ cup brown sugar | 1 cup orange juice |
| $1\frac{1}{2}$ tablespoons corn starch | $\frac{1}{4}$ cup water |
| $\frac{1}{2}$ teaspoon salt | 1 stick cinnamon |
| $\frac{1}{8}$ teaspoon ground cloves | $\frac{3}{8}$ cup flaked coconut |
| | 1 tablespoon butter |

Combine brown sugar, corn starch, salt, cinnamon and cloves. Stir in orange juice and water and bring to boil. Cook until thickened and clear. Simmer for five minutes. Remove cinnamon stick and add butter and coconut. Heat thoroughly and serve.

Sounds delicious. Congratulations to Miss Martin!



MR. JOHN McCALLUM

Mr. John McCallum died in Vancouver on Wednesday, February 1. He was employed by the Paint Shop for 35 years previous to his retirement in 1943. Mr. McCallum is survived by his wife, three sons and four daughters. Our sympathy goes out to them in their sad loss.

MR. JAMES EDWIN KEEDIAN

Mr. James Edwin Keedian who died on Saturday, February 4, was a member of the Refrigerator Service and Repair Department for 16 years previous to his retirement in 1960. He is survived by his wife and a brother. To them we extend our sincere sympathy.

MISS ISABEL DAVIS

Her many friends mourn the death of Miss Isabel Davis in Vancouver on Friday, February 3. She was on the staff of M.O. Copying for 37 years before her retirement in 1956.

MISS ELIZABETH NIMMO

Miss Elizabeth Nimmo died in Victoria on Tuesday, February 7. She had worked in the Drapery Department for 22 years previous to her retirement in 1949. She is survived by her brother to whom we extend our sincere sympathy.

MR. ALEXANDER J. HERRIOT

Mr. Alexander J. Herriot died on Thursday, February 9, in St. Boniface Hospital. He had retired from the Printing Department in 1955 after 33 years' service. He is survived by his wife, three sons, one daughter, a brother and four sisters. To them his many friends and associates extend sympathy at this sad time.

MR. ALFRED JOSEPH BELL

Mr. Alfred Joseph Bell, who retired as Manager of M.O. Shoes in 1952, died at the home of his daughter in Fort William on Tuesday, February 21. He is survived by his wife and two daughters and by one brother and two sisters in Ireland. His friends and associates extend to them their deepest sympathy.

Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

In the Loss of a Mother

Miss L. Mathieson.....Fancy Goods
Mrs. B. Tingle.....Jewellery

In the Loss of a Father

Mr. S. McCallum.....Sporting Goods
Mr. K. Horn.....Caretaking
Mr. J. Pierce.....Alexander Warehouse
Mr. R. E. Herriot
Lower Priced Store Notions, Hardware, etc.
Mr. S. Medwick.....Linoleum, Tiles
Mrs. D. Gibbs.....Beauty Salon
Mrs. S. Merrell.....Table and Fancy Linens
Mrs. K. Brooks.....Cake Counters
Mrs. A. Surbey.....M.O. Furniture
Mr. L. Farmer.....1100 Department

In the Loss of a Sister

Mr. J. Morton.....Fruits and Vegetables
Mr. W. Holland.....Lower Priced Store Shoes
Mrs. L. George.....M.O. Linens and Bedding
Mrs. C. Plotkin.....Foodateria
Miss E. Fletcher.....M.O. Men's Shoes
Mrs. M. Egan.....Telephones

In the Loss of a Brother

Mr. P. Reimer.....M.O. Jewellery
Mrs. A. Farewell.....M.O. Men's Furnishings
Mrs. A. Reid.....Deposit Accounts
Mrs. V. Norrington.....Wall-paper, etc.
Mrs. D. Goertzen.....Warehouse Shipping
Miss M. Huff.....Notions
Mrs. S. Truss.....Lower Priced Store Furniture



THE EASTER SEAL FUND

of the

SOCIETY FOR CRIPPLED CHILDREN AND ADULTS

The campaign for this fund started on March 1 and will continue through April 2. Have you made your contribution?

This introduces Bonnie Blair, daughter of Mr. and Mrs. R. B. Blair, 399 Rutland Street, St. James, who is the first girl to be chosen to represent the approximately 1,000 children the Easter Seal Fund has under its care this year. Bonnie will be 12 on May 15. She is a charming little girl with light brown hair, silken fine, and steady brown eyes. Bonnie was stricken with polio when she was two years old. She now wears a heavy brace on one leg and she has recently been fitted with a corrective boot.

Bonnie's ambition is to be an orthopedic doctor. "They're doctors who help children's bones to grow straight," Bonnie explains. She is in grade 6 at Linwood School and is above average as a student.

The help given these children ranges from diagnosis, hospitalization and surgery to psychological and vocational assessment. The fund makes an effort to bring every handicapped child in the province under its ministrations. If you know of a needy crippled child not receiving care, please notify the Society.

**Please Make Your
Contribution as Generous
as Possible.**

USE EASTER SEALS